

## Students for Environmental Action in Massachusetts (SEAM)

Educating and inspiring high school students to take action  
to clean up and green up their communities



### How to Launch a SEAM Club

#### Step 1: Contact KMB

Fill out the KMB SEAM Club Interest form to set up an introductory Zoom meeting with Keep Massachusetts Beautiful. During this call, we will review our requirements for launching and maintaining a SEAM club.

#### Step 2: Obtain Your School's Approval

Follow your school's official process for forming a student club. This may include:

- Submitting a club application form
- Finding a faculty advisor

#### Step 3: Recruit Your Team

Build your core leadership team by identifying students who are passionate about sustainability and taking action to protect the Massachusetts environment. Typical roles include:

- **President:** Main liaison with KMB who leads meetings and delegates tasks
- **Vice President:** Sends meeting reminders, takes attendance and fills in for the President
- **Treasurer:** Manages club funds, organizes and tracks fundraisers and donations
- **Public Relations Chair:** Creates flyers and social media content and promotes events
- **Community Outreach Chair:** Coordinates presentations at local schools
- **General Members:** Participate in cleanups and education campaigns and assist in planning and promotional efforts

You can also recruit general members through flyers, social media, or morning school announcements. Don't forget to invite friends, younger classmates, and even siblings or friends of siblings who may want to get involved or continue the club in future years.

To ensure your club continues for years to come, be sure to follow the **KMB transition guidelines** (located on our website) for passing leadership roles on to the next generation of student leaders.

---

## **Required Club Activities**

### **Community Cleanups**

Plan and lead litter cleanups in collaboration with your school, local parks, or town officials. These events promote environmental stewardship and community pride.

### **Educational Outreach**

Create and deliver engaging presentations at your school or nearby elementary and middle schools to teach peers about recycling, composting, waste reduction and other related topics.

### **Awareness Campaigns**

Design informative posters and visual displays to raise awareness about sustainability practices around your school's campus.

### **Mission-Driven Fundraisers**

Host fundraising events to help pay for your club's supplies and initiatives and support Keep Massachusetts Beautiful.

## **Sample Club Calendar**

### **Fall Semester**

- **Sept** – Host kickoff meeting, elect officers, plan first cleanup
- **Oct** – Host **Community Cleanup #1**
- **Nov** – Deliver **Educational Presentation #1** to local elementary or middle schools about environmental concerns during the holidays (or another topic of your choosing)
- **Dec** – Submit semester recap results to KMB

### **Spring Semester**

- 🌱 **Jan** – Begin planning spring events, including a spring cleanup and education campaign
- 🌱 **Feb** – Continue planning, or if ready, deliver **Educational Presentation #2**
- 🌱 **Mar** – Hold a **Poster Campaign** to promote Earth Day and the spring cleanup
- 🌱 **Apr** – Hold **Community Cleanup #2** (Earth Day!)
- 🌱 **May** – Host club elections and complete transition to new club officers + submit final report to KMB

---

**Supporting Documents (see website to access these documents):**

- **How to Plan a Litter Cleanup** – Step-by-step checklist and best practices
- **Sample Educational Presentations** – Ready-to-use slides and scripts
- **Sample Flyer Campaigns** – Sample flyers and content ideas
- **Fundraising Ideas** – A list of Ideas and budgeting tips